

AMENDMENTS TO THE CLAIMS

1. (Currently amended) A computer-implemented method of automatically generating
intender leads, said method comprising the steps of:
- a) determining appropriate purchase indicators that are leading indicators for
desired near future purchases and defining in a sources configuration file one
or more web page sources that contain said purchase indicators;
 - b) locating and searching, based on step a), said one or more web page sources to
search on the Internet via an automated spider tailored to access said one or
more web page sources; wherein
said spider is located on a server computer connected to the Internet
and wherein
said spider is capable of translating semi-structured information into a
structured format;
 - c) obtaining said purchase indicators from said one or more web page sources by
downloading each of said one or more web page sources onto said
server computer and into a specified directory,
identifying and normalizing said purchase indicators according to a
normalizer configuration file, and
loading normalized high confidence purchase indicators into a database
table via an automated spider tailored to access said one or more sources;
 - d) extracting prospect identifiers from said purchase indicators obtained in step
c), wherein said prospect identifiers identify prospects;
 - e) obtaining full contact information of each of said prospects;
 - f) extracting auxiliary data from said purchase indicators via said automated
spider;
 - g) obtaining data enhancement information including behavioral data,
demographic data, and psychographic data;

- 27 h) applying a predictive model to said full contact information, said auxiliary
28 data, and said data enhancement information stored in said database table to
29 assess each of said prospects' likelihood of making said desired near future
30 purchases, said predictive model is capable of predicting whether and what a
31 seller is likely to buy in near future; and
- 32 i) selecting intenders from said prospects based on step h), said intenders having
33 a stated or likely intention of making said desired near future purchases in
34 accordance with said predictive model.

1 2. Cancelled.

1 3. (Previously presented) The method of claim 1, further comprising the step of
2 transferring said intenders selected in step i) to an interested party before said desired
3 near future purchases occur.

1 4. Cancelled.

1 5. (Previously presented) The method of claim 1, further comprising the step of initiating
2 a direct marketing contact with said intenders selected in step i).

1 6. (Original) The method of claim 1 wherein said prospect identifiers are selected from
2 the group consisting of telephone numbers, email addresses, and postal addresses.

1 7. (Original) The method of claim 1, further comprising the step of obtaining additional
2 information associated with said prospects from a profile database, wherein said
3 additional information is associated with said prospect identifiers in said profile
4 database.

1 Claims 8-9 (Cancelled).

10. (Previously presented) The method of claim 1, wherein said auxiliary data are independent of said prospects, and wherein said auxiliary data are semi-structured, further comprising the step of:

translating said auxiliary data into a standard structured format, said translating step is highly tailored to said purchase indicators.

11. (Previously presented) The method of claim 1, wherein said one or more sources are selected from the group consisting of classified advertising, resumes, auction boards, life change announcements, and postings to newsgroups, discussion forums, and email lists.

12. (Previously presented) The method of claim 11, wherein said purchase indicators comprise classified automobile sales advertisements, and said desired near future purchases are selected from the group consisting of automobile, automobile insurance, and roadside assistance package purchases.

13. (Previously presented) The method of claim 11, wherein said purchase indicators comprise classified home sales advertisements, and said desired near future purchases are selected from the group consisting of home, home insurance, telephone service, and moving service purchases.

14. (Previously presented) The method of claim 11, wherein said purchase indicators comprise classified boat and RV sales advertisements, and said desired near future purchases comprise leisure product purchases.

15. (Previously presented) The method of claim 11, wherein said purchase indicators comprise resumes, and said desired near future purchases comprise financial planning services comprising 401(k) rollover services.

- 1 16. (Previously presented) The method of claim 11, wherein said purchase indicators
2 comprise resumes comprising a current job title, company, and contact information,
3 and said desired near future purchases comprise purchases of business products
4 appropriate for said company and said job title.
- 1 17. (Previously presented) The method of claim 11, wherein said postings comprise
2 requests for purchase recommendations, and said desired near future purchases
3 comprise purchases of products corresponding to said requests.
- 1 18. (Previously presented) The method of claim 11, wherein said auction boards comprise
2 bids for auctioned items, and said desired near future purchases comprise purchases of
3 items similar to said auctioned items.
- 1 19. (Previously presented) The method of claim 11, wherein said purchase indicators are
2 selected from the group consisting of engagement announcements and wedding
3 announcements, and said desired near future purchases are selected from the group
4 consisting of home, household appliances, home insurance, and life insurance
5 purchases.
- 1 20. (Previously presented) The method of claim 11, wherein said purchase indicators
2 comprise birth announcements, and said desired near future purchases comprise infant
3 product purchases.
- 1 21. (Previously presented) The method of claim 11, wherein said purchase indicators
2 comprise obituaries, and said desired near future purchases comprise financial
3 planning service purchases made by a surviving family member.
- 1 22. (Previously presented) A digital computer system programmed to perform the method
2 of claim 1.

1 Claims 23-25 (Cancelled).

1 26. (Previously presented) The method of claim 1, further comprising the step of:
2 obtaining said data enhancement information from a profile database, wherein
3 said data enhancement information is associated with said prospect identifiers.

1 27. Cancelled.

1 28. (Previously presented) The method of claim 1, wherein said auxiliary data includes a
2 classification of a product of said desired near future purchases.

1 Claims 29-32 (Cancelled).

1 33. (Previously presented) A computer-readable medium tangibly embodying a program
2 of instructions executable by a computer to perform the method steps of claim 1.

1 Claims 34-46 (Cancelled).